

Appl. No. 10/016,380  
Amdt. Dated Feb. 26, 2005  
Reply to Office Action of Nov. 30, 2004

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## AMENDMENTS TO THE CLAIMS

The Applicants has amended the claims to characterize the invention more  
5 particularly and distinctly to define the invention patentably over the prior art.  
This listing of claims will replace all prior versions, and listings, of claims in the  
application:

### **Listing of Claims:**

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Claim 1 (currently amended) A method for identifying the source of a broadcast  
signal, comprising in combination,

- (a) receiving ~~means for~~ calls from one or more telephones;
- (b) receiving ~~means for~~ one or more broadcast signals;
- 15 (c) ~~means for~~ matching all or part of the audio-frequency content of said  
received telephone calls to all or part of the audio-frequency content of  
said received broadcast signals;
- (d) ~~decision means for~~ selecting the source of broadcast signals based on  
the degree of match between said ~~all or partial~~ audio-frequency  
20 content of said received telephone calls and said ~~all or partial~~ audio-  
frequency content of said received broadcast signals.

Claim 2 (original) The broadcast-signal identification method of claim 1 wherein a  
telephone is a mobile telephone.

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Claim 3 (original) The broadcast-signal identification method of claim 1 wherein  
the received broadcast signal is a radio broadcast.

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Claim 4 (original) The broadcast-signal identification method of claim 1 wherein the received broadcast signal is the audio portion of a television broadcast.

Claim 5 (original) The broadcast-signal identification method of claim 1 wherein

5 the received broadcast signal is a broadcast from a satellite.

Claim 6 (currently amended) The broadcast-signal identification method of claim 1 wherein the means method for matching said content of said received telephone calls to said content of said received broadcast signals is a statistical 10 signal analysis means method.

Claim 7 (currently amended) The statistical matching means of claim 6 wherein the statistical matching means said signal analysis method is cross-correlation 15 analysis.

15 Claim 8 (currently amended) The cross-correlation means analysis of claim 7 wherein the said cross-correlation analysis is performed at positive and negative relative time lags.

20 Claim 9 (currently amended) The statistical matching means method of claim 6 wherein the statistical matching means said signal analysis method is co-spectral analysis.

25 Claim 10 (currently amended) The broadcast-signal identification method of claim 1 wherein the content of the received broadcast signal is contains an encoded, injected, or embedded survey signal.

Claim 11 (original) The broadcast-signal identification method of claim 1 further including associating data related to the identity of a calling telephone.

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Claim 12 (original) The broadcast-signal identification method of claim 1 further including recording all or part of the content of the received telephone calls and all or part of the content of the broadcast signals.

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Claim 13 (original) The broadcast-signal identification method of claim 1 further including post-processing of all or part of the content of the received telephone calls and all or part of the content of the broadcast signals.

10 Claim 14 (currently amended) An apparatus for identifying the source of a broadcast signal, comprising in combination,

(a) digitizer means for receiving one or more incoming telephone calls;  
(b) receivers for one or more broadcast signals means for digitizing all or part of the audio-frequency contents of said incoming telephone calls;

15 (c) digitizer means for digitizing all or part of the audio contents of the outputs from said broadcast receivers receivers for one or more broadcast signals;

(d) digital processing means for matching said digitized received telephone calls with said digitized received broadcast signals means for digitizing all or part of the audio-frequency output signals from said broadcast receivers;

(e) automated decision means for selecting the source of broadcast signals based on the degree of match between said all or partial content of said received telephone calls and said all or partial content of said received broadcast signals processing means for matching said digitized audio contents of one or more said incoming telephone calls with one or more said digitized audio-frequency output signals of said broadcast receivers;

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(f) automated decision means for identifying the source of broadcast signals based on the degree of said matching.

Claim 15 (currently amended) The apparatus of claim 14 further including  
5 automated means for reporting ~~matches between said contents of received telephone calls and said contents of~~ said identification decisions on the sources of broadcast signals.

Claim 16 (cancelled) The apparatus of claim 15 further including automated  
10 means for associating said reported matches with broadcast transmitters.

Claim 17 (currently amended) The apparatus of claim 16 15 further including automated means for generating a listenership report.

15 Claim 18 (currently amended) The broadcast-signal source identification apparatus of claim 14 wherein the broadcast source selection decisions are associated with demographic information related to the identities of callers making the incoming telephone calls.

20 Claim 19 (currently amended) The broadcast-signal source identification apparatus of claim 18 wherein a demographics database is generated by compelling callers to provide demographic information in return for a service.

25 Claim 20 (currently amended) The broadcast-signal source identification apparatus of claim 19 wherein said service is traffic information.